

POLITENESS STRATEGIES IN PRESIDENT BARACK OBAMA'S SPEECH

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Abstract

Politeness means choosing your words carefully based on your relationship with the other person. Barack Obama is a public figure who has a great influence on the world, every time Barack Obama speaks all the people can trust, be heard, be noticed, and be proud of the community because the character of a president is very well-prepared. The speaking style of a public figure must have a positive, good, and motivating use of grammar so that the public figure can become a role model for regular grammar because it will be highlighted. This makes researcher interested in researching Politeness strategies in Barack Obama's speech because found a lot of data containing Politeness strategies. The purpose of this research is to find out the types of politeness strategies. Researcher used Descriptive Qualitative and data will be taken from Barack Obama's speech utterances from Politeness strategies. Based on the findings of the research, the data conclusions are drawn. The results of data analysis show that there are four types of politeness strategy according to Brown and Levinson (1987), there are Bald on record, positive politeness, negative politeness, and off record in Obama's speech.

Keywords: *Politeness strategies, Speech, President, Obama speech*

INTRODUCTION

Pragmatics is an application of linguistics that uses context as the main tool for understanding meaning (saragi, 2020). According to (Accius, 2017) "Pragmatic is a field of researcher that investigates how language and context interact with each other. It serves as a foundation for explaining language comprehension. Pragmatics focuses on the use of language and context. Pragmatic is the study of the relation between language and context that are basic to an account of language understanding. Pragmatics is distinct from grammar, which is the study of the internal structure of language. Pragmatics is the study of how language is used to communicate (Manurung et al., 2019). According to (Eshreteh & Darwish, 2019, p. 2), linguistic strategies are used by speakers to achieve politeness that expresses respect for and recognition of the face (self-image) of others Goffman 1959. (Raesky & Novitri, 2023) believe that the analysis of civility consists of gaining insight into the intentions of actors. Speakers strategically manage their "face-threatening behavior" (FTA) to respond to "positive" or "negative" faces. Brown and Levinson (1987)

proposed four approaches to active politeness they have bald of strategies, off-record strategy, positive strategy, and negative strategy.

- Context : In the morning, in Jakarta with a bright situation, Barack Obama gave a speech on how Indonesia could be a good example in the world starting from the food and politeness of the people it has.
- Utterance : If anything, people out there still doubt that America is a place where anything is possible (*Source by YouTube "The Obama White House", with the title "Indonesia's Example to the World"*)

Based on the data above, the utterance used by President Barack Obama is classified as Negative politeness in being pessimistic which is shown when the speaker doubts the suitability of the speaker.

THEORETICAL BASIS

Language is a mental system that forms the combinations and rules of linguistic elements, both at the phonological, morphological, and syntactic levels (Oviogun & Veerdee, 2020). Language also allows us to pass information from one generation to the next and produce a rich cultural heritage. Because language is everyone's main means of communication. Humans use various forms of language to meet their daily needs. Because humans are interconnected social creatures, the ability to communicate is their primary need. Humans engage in reciprocal relationships when communicating with each other; this includes speaking and understanding.

This research specifically focuses on the application and analysis of the Politeness Strategy in President Barack Obama's Speech, because the focus of the research is how this strategy is implemented, created, and functions, this is related to differences in speech and the use of language used, so researcher must understand the meaning of the character's condition in its Pragmatics Context because Pragmatics must deal with relationships between language and context. Researcher used Brown and Levinson's (1987) Politeness Strategies theory in this research. The researcher problem is "What types of Politeness Strategies does President Barack Obama use?" The Politeness Strategies Theory of Brown and Levinson will be applied to the resolution of this

query. Considering the four primary categories of politeness strategies and 48 sections of Politeness Strategies, a researcher will use these strategies to categorize and realize the use of President Barack Obama's speech.

The best way to convey a message politely is to use politeness strategies (Brown & Levinson, 1987). This strategy is employed to safeguard the audience's face when threatening action is unavoidable or desirable. According to (*Pragmatics Yule 1996.Pdf*, n.d., p. 36) Politeness may be considered a fixed concept in some cultures, as in the idea of "etiquette" or "polite social behavior". Additionally, there may be some general principles for being polite in social interactions in a particular culture. They may be wise, generous, humble, and full of empathy. Therefore, it can be concluded that politeness is related to the norms and habits that are common in society. Brown and Levinson outline four main types of politeness.

RESEARCH METHOD

Researcher used Descriptive Qualitative because this research is about how to speak politely and the method of approach taken, will produce descriptive data in written and verbal form conveyed by President Barack Obama as well as the behavior that will be observed. researcher used data collection instruments through observation. The main tool used in data collection observations is the "Politeness Strategies Table", to search for complete additional information using electronic media such as laptops, cellphones, notes, stationery, and the YouTube application to search for President Barack Obama's speech. Data will be taken from Barack Obama's speech utterances from Politeness strategies. Transcripts of President Barack Obama's speeches from YouTube are the data source for this research. YouTube transcripts are necessary documents for qualitative descriptive research. Researcher analyzed the Politeness Strategy in this research.

The data collection technique used by researcher is to search for speech videos, watch and listen to the videos repeatedly, download the videos, read the video transcripts, and compare them to ensure the validity of the data based on several videos of Barack Obama's speeches. The researcher will analyze data based on Miles' theory to analyze Qualitative data, namely: Classify data into four categories of politeness strategies based on theory Brown and Levinson (1987), and Describes each types of strategy into context.

DISCUSSION

The results of this study are supported by findings from other researchers who have the same type of politeness strategy, namely Bald on record, positive politeness, negative politeness, and off record.

Level I Subchapter

The data is from the utterance of Barack Obama's speech directed by Channel Barack Obama.com in 2012 and The Obama White House in 2010. The data in this research is the utterances of Barack Obama's speech which contains Politeness strategies. This speech was taken from the YouTube of Barack Obama's speech President Obama's Election Night Victory Speech – Nov 6, 2012, In Chicago (https://youtu.be/Wk17f6_4iW8?si=B2fbmmT6qzPYle47) and of Barack Obama's speech Indonesia's Example to the World – Nov 10, 2010, at University of Indonesia (<https://youtu.be/niDPBTbJqS0?si=gVa3unLDxSBA45WV>). The researcher collected the data on this research by reading the script of Barack Obama's speech.

Level II Subchapter

The utterances were transcribed into written text, the selected utterances containing politeness strategies in Barack Obama's speech, and the last one carefully classified the types of politeness strategy based on Brown and Levinson's theory. The researcher collected the data for this research by watching the video and reading the transcript speech. Based on Brown and Levinson (1987) Politeness strategy can be classified as Bald on record, positive politeness, negative politeness, and off record.

Tabel 1
The data that Classified into Politeness strategy

No.	Data
1.	I believe we can build on the progress <i>we've made and continue</i> to fight for new security for the middle class.
2.	I'm <i>especially pleased</i> that we have committed to double the number of American and Indonesian students.
3.	<i>We want more</i> Indonesian students in American schools, and we want more American students to come study in this country.
4.	<i>We want to forge</i> new ties and greater understanding between young people in this young century

Based on the observation that the researcher has done, the researcher found there are four politeness strategies that Barack Obama used when his speech according to the theory of Brown and Levinson (1987), which categorized into four parts, namely Bald on record, positive politeness, negative politeness, and off record.

Tabel 2
Classify Data into Politeness strategy (Brown and Levinson)

No	Utterances	Politeness strategy
1.	Bald on Record realization to:	
	1. I believe we can build on the progress <i>we've made and continue</i> to fight for new security for the middle class.	Allow something
2.	Positive Politeness realization to:	
	1. <i>I am hopeful</i> tonight because I've seen the spirit at work in America I've seen It in the family. 2. Now, Jakarta <i>looked very different</i> in those days.	Detect the listener's (Interests, wants, needs, and goods)
3.	Negative Politeness realization to:	
	1. Indonesia is <i>without imperfections</i> . <i>No country is but here</i> we can find the ability to bridge divides of race and region. 2. Whether a good idea <i>is allowed to</i> grow into a business, and not suffocate.	Be conventionally indirect
4.	Off record strategies realization to:	
	1. we can <i>never forget</i> that as we speak people in distant nations	Providing Relevant Cue Instructions

Based on the classification that the researcher has done, the researcher found there are four politeness strategies that Barack Obama used when his speech according to the theory of Brown and Levinson (1987), which 26 sub-categorize

CLOSING

Based on the findings of the research, the data conclusions are drawn. There are four types of politeness strategy according to Brown and Levinson (1987), there are Bald on record, positive politeness, negative politeness, and off record in Obama's speech. In this study, the researcher try to make updates that can be seen from the realization, so that this research does not only focus on 4 types but also sub-categorization. Such as Bald on record is realized into 2 sub-categorizations, Positive politeness is realized into 11 sub-categorizations, negative politeness is realized into 5 sub-categorizations, off record is realized into 7 sub-categorizations.

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